

ABSTRACT

A customer profiling apparatus is provided for conducting customer behavior pattern analysis. The apparatus includes processing circuitry, a data warehouse, a profiling engine, and at least one computer program. The processing circuitry is operative to process customer records. The data warehouse is coupled with the processing circuitry and is configured to store the processed customer records. The profiling engine communicates with the data warehouse and is operative to build and update customer behavior profiles by mining the customer records that flow into the data warehouse. The at least one computer program is performed by the profiling engine, and is operative to define behavior profiles as data cubes and derive similarity measures on patterns extracted from the behavior profiles. A method is also provided.